

**APPOINTMENT OF POWER OF ATTORNEY
BY ASSIGNEE OF ENTIRE INTEREST**

DoubleClick Inc., as assignee of the entire right, title, and interest in the application for patent entitled **AUTOMATED ONLINE SWEEPSTAKES SYSTEM AND METHOD**, which is being filed on even date herewith, hereby appoints all of the practitioners associated with the Customer Number **23838** as its attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please address all communications regarding this application to:

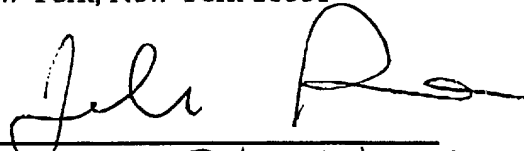
Bradley J. Meier
KENYON & KENYON
1500 K Street, N.W., Suite 700
Washington, D.C. 20005

Please direct all telephone calls to Bradley J. Meier at (202) 220-4200.

DoubleClick Inc.
450 West 33rd Street
New York, New York 10001

Dated: Feb 5, 2001

By:


Name: Jules Polonetsky
Title: Chief Privacy Officer

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

DECLARATION

ATTORNEY'S DOCKET NO.
11032/3014

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am an original, first, and joint inventor of the subject matter that is claimed and for which a patent is sought on the invention entitled **AUTOMATED ONLINE SWEEPSTAKES SYSTEM AND METHOD**, the specification of which is being filed on even date herewith.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

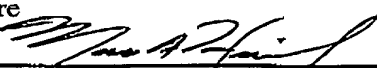
PRIOR UNITED STATES APPLICATION


I hereby claim the benefit under Title 35, United States Code, § 119(e) of the United States provisional application listed below.

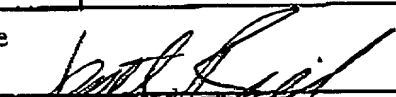
APPLICATION NUMBER	FILING DATE (month, day, year)
60/180,020	February 3, 2000

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code and that such willful statements may jeopardize the validity of the application or any patent issuing thereon.

FULL NAME OF INVENTOR	FAMILY NAME ERLICHSON	FIRST GIVEN NAME Andrew	SECOND GIVEN NAME/INITIAL A.
RESIDENCE & CITIZENSHIP	CITY Metuchen	STATE OR FOREIGN COUNTRY New Jersey	COUNTRY OF CITIZENSHIP U.S.A.
POST OFFICE ADDRESS	POST OFFICE ADDRESS 61 Bounty Street	CITY Metuchen	STATE & ZIP CODE/COUNTRY New Jersey, 08840 U.S.A.
Signature <i>Andrew A. Erlichson</i>			Date 2-3-01

FULL NAME OF INVENTOR	FAMILY NAME HEINRICH	FIRST GIVEN NAME Mark	SECOND GIVEN NAME/INITIAL A.
RESIDENCE & CITIZENSHIP	CITY Ithaca	STATE OR FOREIGN COUNTRY New York	COUNTRY OF CITIZENSHIP U.S.A.
POST OFFICE ADDRESS	POST OFFICE ADDRESS 153 Whitetail Drive	CITY Ithaca	STATE & ZIP CODE/COUNTRY New York, 14850 U.S.A.
Signature 			Date 2/3/01

FULL NAME OF INVENTOR	FAMILY NAME COLADONATO	FIRST GIVEN NAME Gregory	SECOND GIVEN NAME/INITIAL P.
RESIDENCE & CITIZENSHIP	CITY San Francisco	STATE OR FOREIGN COUNTRY California	COUNTRY OF CITIZENSHIP U.S.A.
POST OFFICE ADDRESS	POST OFFICE ADDRESS 2208 15th Street	CITY San Francisco	STATE & ZIP CODE/COUNTRY California, 94114- 1238 U.S.A.
Signature 			Date 02/05/01

FULL NAME OF INVENTOR	FAMILY NAME BAILEY	FIRST GIVEN NAME Jonathan	SECOND GIVEN NAME/INITIAL GT
RESIDENCE & CITIZENSHIP	CITY Brooklyn	STATE OR FOREIGN COUNTRY New York	COUNTRY OF CITIZENSHIP U.S.A.
POST OFFICE ADDRESS	POST OFFICE ADDRESS 371 State Street, #12	CITY Brooklyn	STATE & ZIP CODE/COUNTRY New York, 11217 U.S.A.
Signature 			Date 2/5/2001